



## September 2017

### Holiday Shopping (Non-Winter) - US

Most consumers celebrate non-winter holidays, but that doesn't necessarily translate to spending for every occasion. Holiday traditions, lifestyles and other factors could influence whether or not consumers actively celebrate, and ultimately spend for, various holidays. Consumers are mostly consistent in the types of holidays they prioritize spending on and their ...

### Beauty Retailing - US

"Beauty retail is big business, garnering sales in the range of \$55 billion this year. Massive transformation is occurring as the youngest generations drive the future of the market. In-store shopping and buying is strongly preferred over online due in part to specialty beauty retailers luring in customers to immerse ...

## August 2017

### Digital Advertising - US

"Propelled by growth in mobile and social, digital ad sales in total increased by more than 20% annually from 2014-17, but rapid growth in mobile and social is stunting other opportunities, particularly considering that desktop remains the primary platform for browsing and streaming video among large sections of the adult ...

### Winter Holiday Shopping - US

"There's an optimistic outlook for the upcoming winter holiday season, with growth expected to continue and most consumers planning to spend more or make no changes to their winter holiday spending. Consumers are doing more holiday shopping online and that has changed other shopping preferences, including purchase timing and deal-seeking ...

## July 2017

### Women's Clothing - US

"While the US women's clothing market is indeed large and growing, the growth is incredibly stifled. Sales should reach \$170.6 billion this year, basically flat in comparison to 2016. This continued slow pace is expected for the foreseeable future. Younger generations, with their propensity to be more engaged and ...

### Gifting - US

"Most consumers give gifts for birthdays and holidays, even those who are less likely to gift for other occasions, but aside from that, gifting is a varied process for most. Some consumers give gifts for life milestones, while others rarely do. Preferences in the types of gifts given and desired ...

### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...